

## **WE ARE HIRING**

### **Media & Brand Communications Executive.**

#### **Ilahia Group of Institutions**

Shape the Brand. Drive Visibility. Create Impact.

The Ilahia Group of Institutions invites applications from dynamic, creative, and result-oriented professionals to lead its integrated media, branding, and communication initiatives across multiple educational institutions.

#### **Key Responsibilities**

The selected candidate will be responsible for planning, conceptualizing, developing, and executing integrated marketing and communication strategies that enhance the visibility, reputation, and admissions of the Ilahia Group and its constituent institutions.

The role includes:

- Developing creative concepts and campaigns for digital and offline media.
- Creating and managing high-quality content including reels, videos, posters, brochures, advertisements, and promotional materials.
- Planning and executing digital marketing initiatives across social media platforms and online channels.
- Managing SEO, website visibility, online reputation, and lead generation activities.
- Identifying the most effective media channels based on target audience behaviour and campaign objectives.
- Monitoring campaign performance using analytics and recommending data-driven improvements.
- Coordinating with media coordinators across all constituent institutions while ensuring brand consistency without compromising individual institutional identities.
- Liaising with advertising agencies, production houses, printers, media partners, and vendors to ensure quality, timely delivery, and cost effectiveness.

- Exploring innovative communication platforms and emerging digital marketing opportunities.
- Ensuring that all marketing campaigns meet defined objectives, timelines, and performance indicators.

### **Desired Profile**

The ideal candidate should possess:

- Proven experience in media planning, branding, digital marketing, or corporate communications, preferably in the education sector.
- Strong creative thinking and campaign conceptualization skills.
- Excellent understanding of digital marketing, SEO, social media strategy, content marketing, and online analytics.
- Proficiency in creative software such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Canva, or equivalent tools.
- Experience in photography, videography, and video editing will be an added advantage.
- Strong project management, communication, and coordination skills.
- Ability to work in a fast-paced, target-oriented environment while managing multiple projects simultaneously.

### **We Offer**

- Competitive remuneration commensurate with skill and experience
- Opportunity to work with one of Kerala's leading educational groups.
- Exposure to multi-campus brand management.
- A creative and collaborative work environment.
- Competitive salary commensurate with qualifications and experience.

Interested candidates may send their updated resume, portfolio, and samples of creative work to: **mail@ilahiatrust.com**